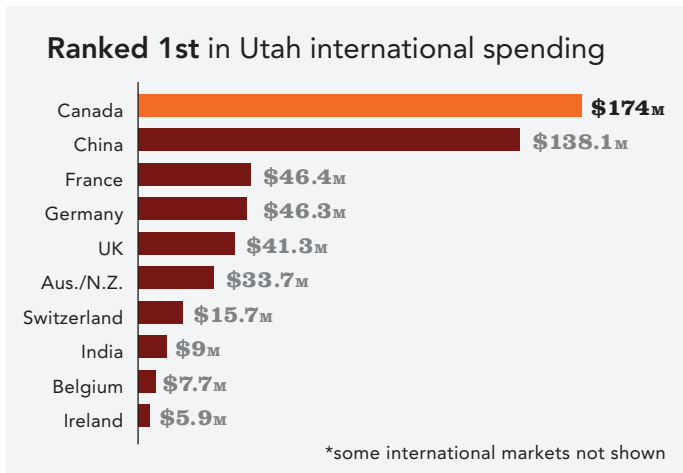


## RANK & SPEND



## VISITOR PROFILE

Canada's aging population is a factor in generating more outbound leisure travel to Utah (the propensity for taking leisure trips outside the country increases with age). In fact, Canadians who are at least 55 are about 40% more likely to travel beyond their borders on leisure trips, compared to younger Canadians. In addition, they make up a market set that we target as the Retired Active Adventurers who are 55+, enjoy active adventure and make up 27% of the total Canadian population. We also secondarily target the Leisure Extended Stayers (aged 25–54 years old, high spenders, independent travellers and last minute planners and bookers).

## GETTING TO AND THROUGH UTAH

### To Utah

- With 7 airlines currently flying into the U.S.A. from Canada, airline capacity continues to grow.
- Delta & Air Canada provide direct service into SLC.

### Through Utah

- FIT
- Fly/drive
- Motorcoach
- Small Group Tour

## TRAVEL HABITS

### Average Vacation Time

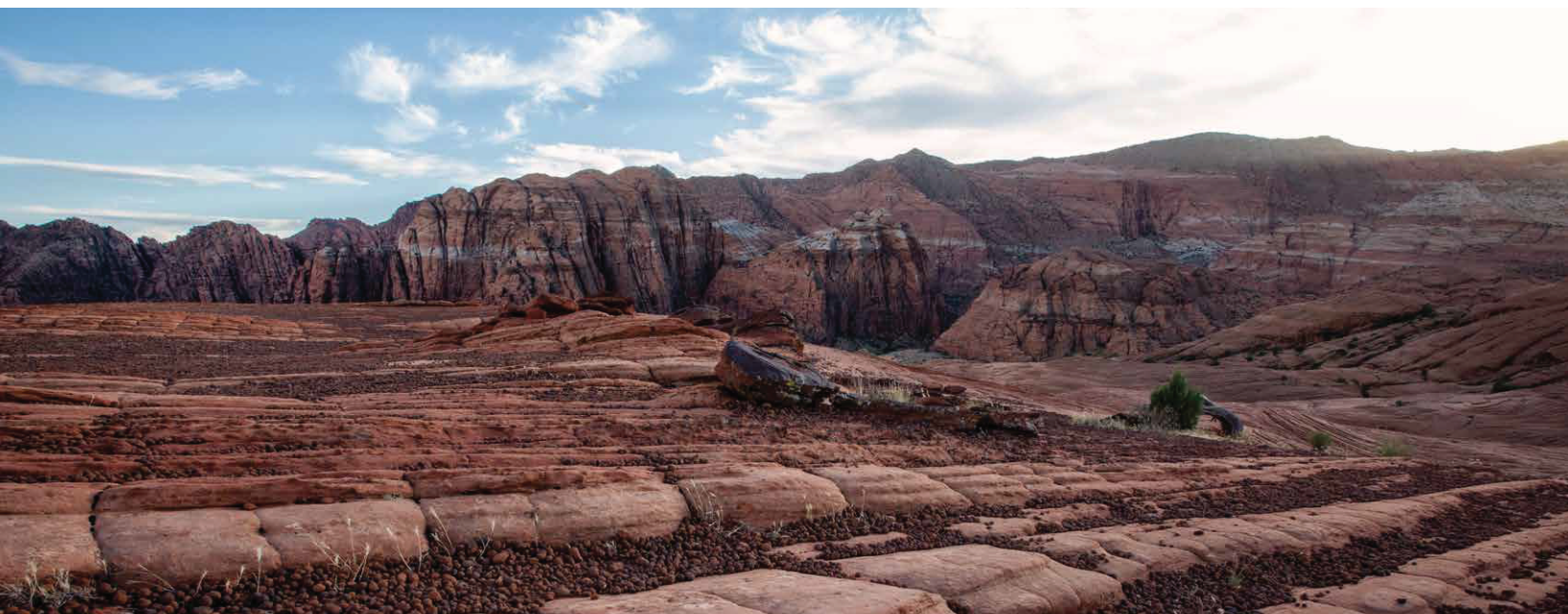
Ten days with 9 public holidays

### Peak Travel Periods

- March–April
- June–August
- December

**Planning time frame:** 3–5 months in advance

**Booking time frame:** 3–5 months in advance



## WHY UTAH?

- Diverse and unique experience
- Ample locations to discover & explore
- Scenic & undiscovered nature
- Bikeways (Road and MTB) and scenic drives
- National & state parks
- Outdoor adventure (both winter & summer)
- Professional sports (Utah Jazz)

## BUYING TRAVEL

Tour Operator/ Retailer 20%, OTA 42%,  
Airline 38%.

Canadians are value conscious travelers who rely on friends and family word of mouth referrals, as well as, value offers, such as Canadian Dollar at par campaigns.

## CUSTOMER NEEDS AND EXPECTATIONS

Canadians are truly an extension of the domestic USA traveller albeit are slightly different from West Coast to East Coast. Torontonians could be treated as a supplier or regional DMO would treat a client or guest from New York, Chicago, Boston or DC, while those in Western Canada could be marketed to as they would a client from Oregon, Washington or California. They speak however in

kilometers not miles and may throw an "eh" behind sentences. Value conscious travellers.

## TOP TOUR OPERATORS IN MARKET

### Ski Operators

- Merit
- Voyages Gendron
- SkiCan

### OTA's

- Flight Network
- TravelZoo
- Expedia

### Tour Operators

- West Jet Vacations (if they expand Vegas product)
- Travelbrands
- Anderson Vacations
- Wells Gray
- Senior Discovery Tours
- Nagel Tours

For more information on the Canadian market, please contact:

**Celina Sinclair**  
**Global Markets Specialist**  
**801-538-1710 | [csinclair@utah.gov](mailto:csinclair@utah.gov)**

